



Arizona Public Engagement Task Force Resources for Community Leaders & Educators

www.ArizonaCommonCore.org

Arizona's Go-To Resource for Information on the Standards

www.ArizonaCommonCore.org provides information for parents, families, educators and community members to help them understand the standards and the impact of the standards on our students and our state.



Presentations to Parents & Community Members

Invite Expect More Arizona to present to your parents or community partners. The organization has staff throughout the state that present at your back to school nights, curriculum nights, to your PTA or PTO groups, and community partners free of charge. Contact EMA at 602-381-2267 or at Shelly@expectmorearizona.org.

Tools for Parents and Families

Video – This video, created for parents and community members, describes what the standards are and how they will help Arizona students to be better prepared for college, career and life. The video is ideal to use in parent meetings, back to school nights, parent-teacher conferences, PTA/PTO meetings, and other parent events. Please contact Shelly@expectmorearizona.org for a copy of the video.



Academic Milestones – These one page overviews tell parents the key things their children will be learning in each grade (Kindergarten through high school) in English and Spanish. They also offer helpful activities that parents can do at home with their kids to reinforce what they are learning during the school day. These are a great tool for parents to use in parent-teacher conferences. Order hard copies for your school (for free) by contacting Shelly@expectmorearizona.org or download them at www.expectmorearizona.org/resources/parents/parentmaterials/.

Infographic – This graphic illustrates key tenants of the standards. The infographic can be shared electronically or in hard copy. Please contact Shelly@expectmorearizona.org for hard copies.



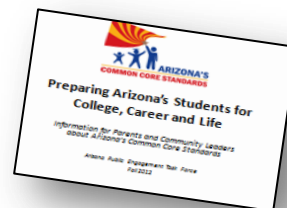
Communications Toolkit

A Communications Toolkit was created to support school districts, schools and community organizations in telling their networks about the Standards. The Toolkit includes:

- Elevator Speech & Talking Points
- Messaging for Parents/Families, Students, Educators and Business Leaders
- Parent Letter
- Parent Presentation
- Resources
- Articles

The messaging is based on polling and message testing done in Arizona.

Download the Toolkit at www.ArizonaCommonCore.org.



Ready Made Content to Share with Your Networks

Sign up to receive regular content from Expect More Arizona to share with your networks about the standards. These items include articles written by Arizonans about different topics or local/national articles. If you are looking for content for your blogs, e-newsletters, or on Facebook or Twitter, this is a great resource for you. Email Jeff@expectmorearizona.org to join the list.

Tools to Help You with Opposition to the Standards

Some communities are facing opposition from the community about the standards. The Task Force offers a few tools to help keep the message positive and focused on the benefits of the Standards. Resources include:

- **Myths vs. Facts**
- **Standards vs. Curriculum**
- **Quotes from Arizona Teachers**
- **Timeline of Academic Standards Movement**

Please contact Shelly@expectmorearizona.org for these resources.

Arizona's Common Core Standards Facebook Page

Be sure to "like" the page and share it with your teachers and families. <https://www.facebook.com/AzCommonCore>.

